ORDER

Orders Order / Rev: 36979 Alt Order #: 08849282

Issue

Product Desc:

Estimate: 1615

08/15/12 - 08/22/12 Flight Dates:

Original Date / Rev:

GENERAL Order Type:

Primary AE:

Sales Office:

Sales Region:

KLAS

Mike Jones

K-WAS

National

Agency Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Waterfront Strategies

08/14/12 / 08/14/12

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:15:00

15%

Cash

Advertiser

Name:

Patriot Majority

Demographic: A35+

Product Codes: PO4

Priority: LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/22/12 16 \$17,600.00 \$14,960.00

Totals					
Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	16	\$17,600.00	\$14,960.00	0.00	
Totals	16	\$17,600.00	\$14,960.00	0.00	

Account Executives

Sales Office Account Executive Sales Region Start Date / End Date Order % Mike Jones Start Of Order - End Of Order 100%

Order Share Share Total KLAS \$17,600.00 12% Market 100% \$146,666.67

Competitive Share Share Total CABLE 0% \$0.00 **KBLR** 0% \$0.00 **KFBT** 0% \$0.00 0% KINC \$0.00 KTNV 23% \$33,733.33 KTUD 1% \$1,466.67 **KVBC** 0% \$0.00 **KVVU** 23% \$33,733.33 **KVWB** 0% \$0.00 LV1 0% \$0.00 **UNKWN** 0% \$0.00

Lr	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	8	08/15/12	08/21/12	8 News Now 6a M	-F CM	6-7a	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M	l-F								
	8 NEW	S NOW AT	6A										
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1	Neek: 08	/15/12	08/21/12	MTWTF	2	\$1,200.00	0.00						
E :	2 8	08/15/12	08/21/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				CBS This Morning									

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Totals

\$17,600.00

16

36979 Order / Rev: 08849282 Alt Order #:

Advertiser:

Patriot Majority

Flight Dates:

08/15/12 - 08/22/12

Product Desc: Estimate:

Issue

1615

KLAS

CBS THIS MORNING Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/15/12 08/21/12 MTWTF 2 \$1,200.00 0.00 E 3 8 08/22/12 08/22/12 CBS This Morning 7-9a CM 7-9aw :30 1 \$1,200.00LV1 0.00 NM 1 CBS THIS MORNING Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/22/12 08/28/12w 1 \$1,200.00 0.00	\$1,200.00 \$2,400.00
E 3 8 08/22/12 08/22/12 CBS This Morning 7-9a CM 7-9aw :30 1 \$1,200.00LV1 0.00 NM 1 CBS This Morning CBS THIS MORNING Start Date End Date Weekdays Spots/Week Rate Rating	
CBS This Morning CBS THIS MORNING Start Date	
CBS THIS MORNING <u>Start Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	\$2,400.00
Start Date End Date Weekdays Spots/Week Rate Rating	\$2,400.00
	\$2,400.00
	\$2,400.00
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Live With Regis & Kelly	
LIVE! WITH KELLY	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/15/12 08/21/12 MT 3 \$800.00 0.00	
E 5 8 08/22/12 08/22/12 Live w/Kelly CM 9-10aW :30 1 \$800.00LV1 0.00 NM 1	\$800.00
Live With Regis & Kelly LIVE! WITH KELLY	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/22/12	
	\$2,200.00
8 News Now Noon M-F	,,
8 NEWS NOW AT NOON	
<u>Start Date </u>	
Week: 08/15/12 08/21/12 MT 2 \$1,100.00 0.00	
	\$1,000.00
Politics Now S Sebelius (4:30 PM-5:00 PM) POLITICS NOW	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/13/12	
	3,900.00
8 News Now 4p M-F	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
8 NEWS NOW AT 4PM & 430PM	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/15/12 08/21/12 MT 3 \$1,300.00 0.00	
· · · · · · · · · · · · · · · · · · ·	\$1,300.00
8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/22/12	